



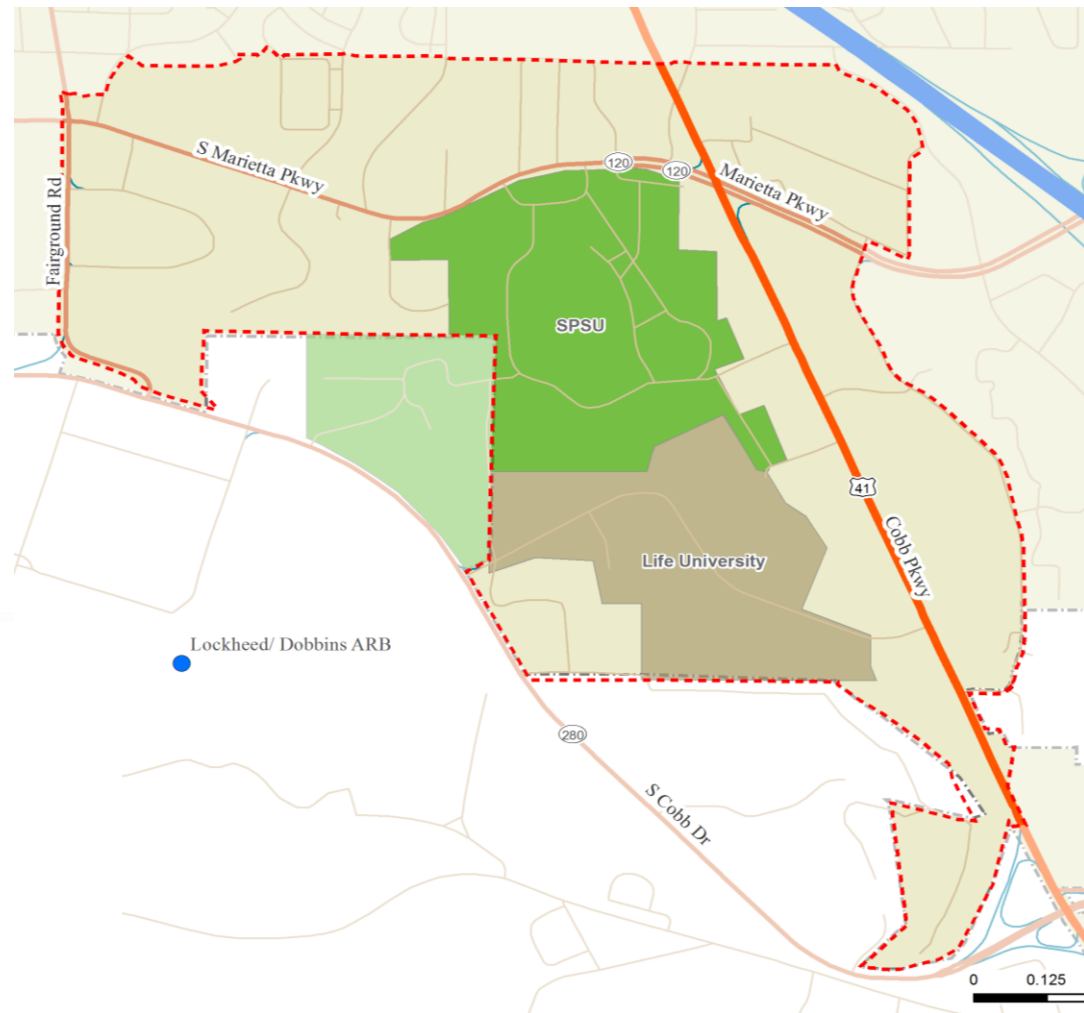
# Open House

## May 7, 2013

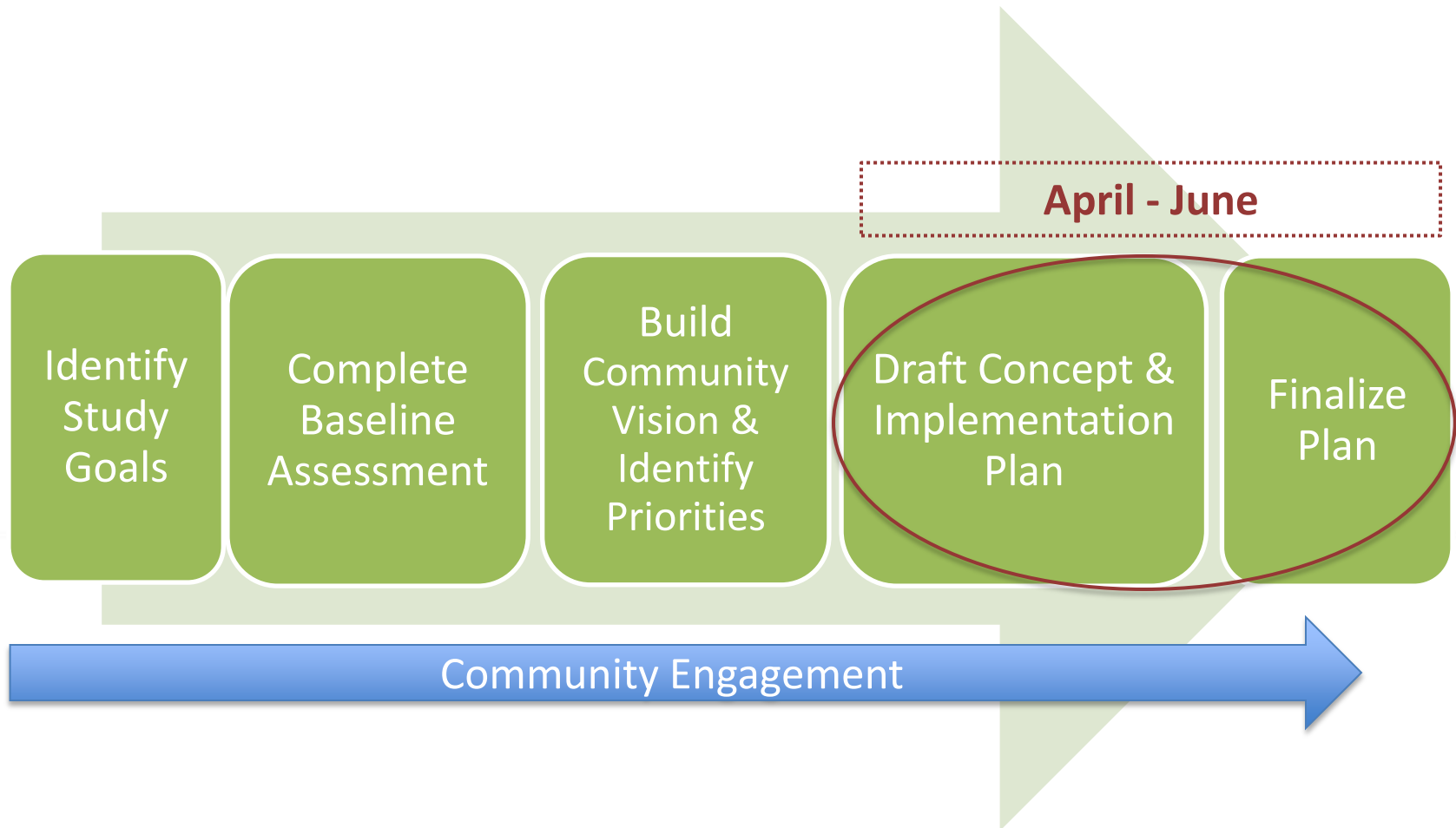


# Presentation Topics

- Study Process & Goals
- How We Got to Today
- Concept Plan & Recommendations Highlights
- Implementation Realities
- Open House Preview



# Study Process



# Livable Centers Initiative Goals

- Live-Work-Play Communities
- Better Use of Existing Infrastructure
- Pedestrian and Transit Oriented Design
- Multi-modal Transportation
- Lifelong Communities
- Green Community Concepts



**Livable Centers Initiative**



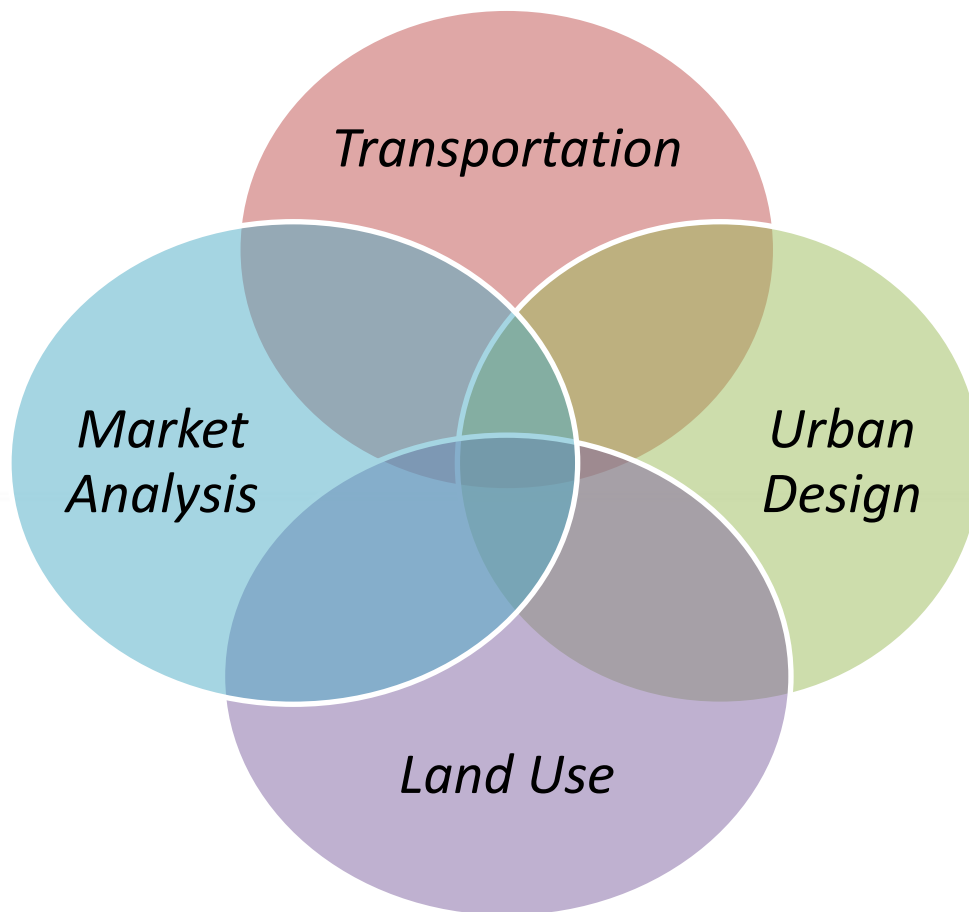
# MU2 LCI Study Goals

- Commercial redevelopment strategies
- Job creation
- Development of college oriented activity centers
- Coordination with multiple levels of transit
- Housing options for students and workers
- Coordination with ongoing economic development efforts



# Baseline Assessment

## 4 Overlapping Disciplines



- Inventory of existing conditions, future plans, and community aspirations for the study area
- Starting point from which to plan for the future



# Baseline Assessment





# Community Input - Ingredients for Success

- Fun living environment: shopping, food, & entertainment
- Gateways
- Places to gather
- Convenient connections to campus

What would be the greatest influence on your spending more time in the study area?

- ◆ Commercial destinations (59%)
- More community/public gathering spaces (26%)
- Additional housing options (7%)





# Concept Plan



# “College Towns” Across Georgia are Development Magnets



- College Towns have been attracting a wide range of new development activity due to the rapid growth of higher education in Georgia
- As enrollments grow, and on-campus living increases, demand for goods and services grows
  - Average Georgia student spends \$12,000/year off-campus
- Growth is occurring in:
  - New residential options
  - Student-oriented retailing
  - Restaurants, book stores, coffee shops, bars—“Third Place” locations
- New development occurring statewide, not just Athens
  - Valdosta (VSU)
  - Milledgeville (GCSU)
  - Savannah (SSU)
  - Statesboro (GSU)
  - Albany (ASU)
  - Emory (Emory)
  - Dahlonega (NGCSU)
  - Kennesaw (KSU)
  - Columbus (CSU)



*The Chestatee Building - North Georgia College & University*



# Development Vision

University-anchored vibrant mixed-use district with four key nodes

1. Campus Village



University of La Verne. La Verne, CA

2. University Square



3. University R&D Park/  
Technology Center

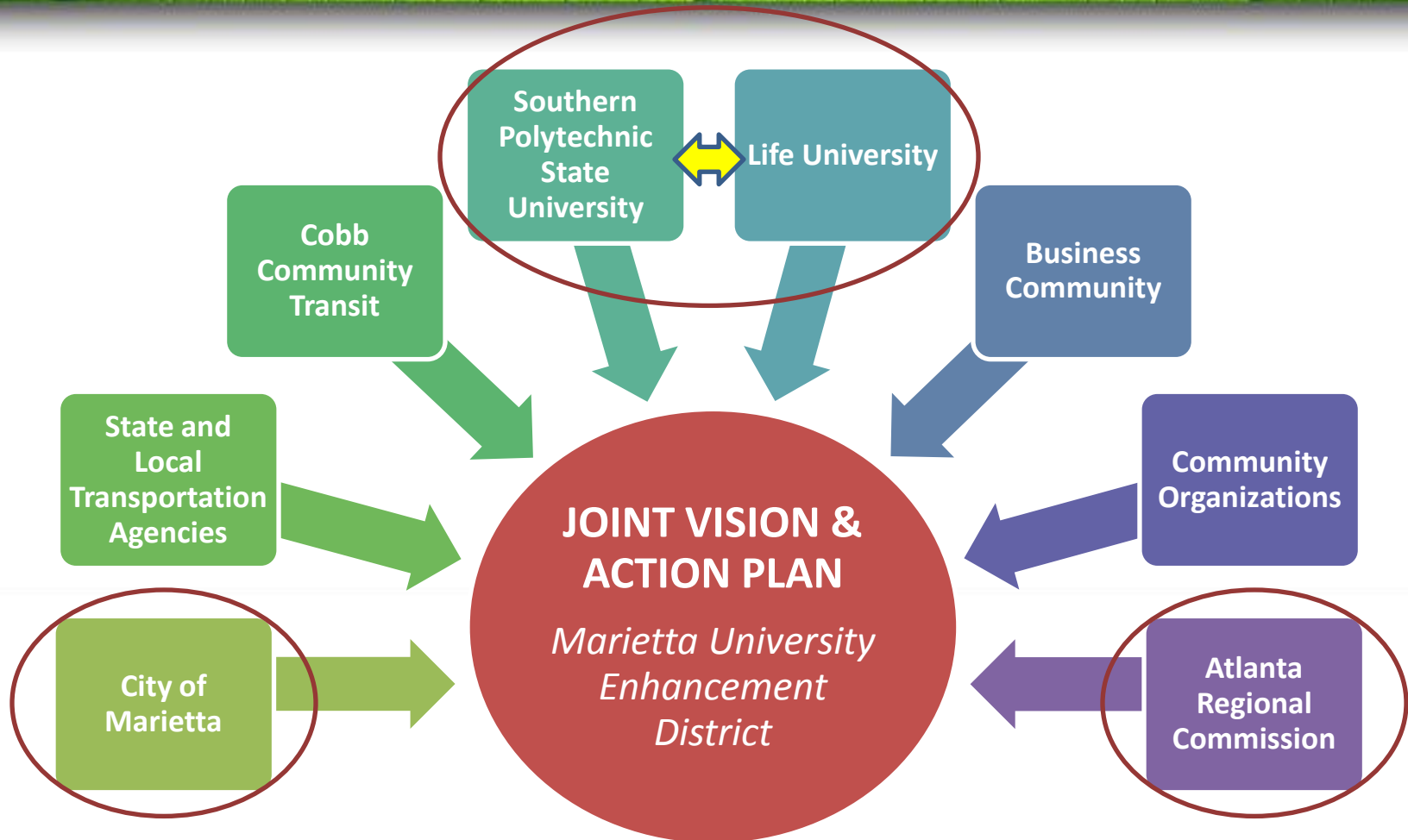


4. NW Corner East of Cobb  
Parkway/South of Marietta Parkway





# Implementation Partners



# Keys to Implementation of Plan

1. City Council Approves LCI Plan
2. Create MU2 Consortium to implement the plan
3. SPSU and Life University focus on the “Campus Quadrant”
4. City helps facilitate “University Square”
5. Universities create parallel master plans for future residential facilities
6. Create partnership/linkage/branding with two adjacent business parks
7. Develop funding plan to complete trail system
8. Explore the creation of a student shuttle system
9. Seek LCI Funding to “jump start” key initiatives in the MU2 Corridor

# Land Use Policies and Initiatives



- Amend Comprehensive Plan character area designation to include a University Activity Center
- Create a zoning overlay district for the MU2 district that:
  - Allow increased FAR to accommodate for mixed-use redevelopment projects as necessary.
  - Permits student-oriented housing along US 41
  - Prohibits auto-oriented land uses such as drive-throughs and non-active uses such as self-storage facilities
  - Provides landscape strips to buffer pedestrians from vehicular circulation and parking areas
  - Requires exterior building elevation review for all new structures
  - Promotes the consolidation of parcels to allow for master planned redevelopment
  - Incorporates a set of design guidelines addressing streetscape, site and building design elements.



# Connectivity Plan

- CONCEPT LEGEND**
- RETAIL / COMMERCIAL
  - OFFICE / INDUSTRIAL
  - INSTITUTIONAL
  - MIXED-USE
  - MULTI-FAMILY
  - SINGLE FAMILY
- CONNECTIVITY LEGEND**
- GATEWAY
  - HAWK BEACON
  - MAJOR ROAD
  - MINOR ROAD
  - PROPOSED COMPLETE STREETS/ PEDESTRIAN/BIKE PROVISIONS
  - PROPOSED 10' WIDE TRAIL
  - EXISTING TRAIL
  - PROPOSED GEOMETRIC IMPROVEMENTS
  - PROPOSED OPERATIONAL IMPROVEMENTS
  - PROPOSED ROADS



# Key Transportation Improvements

- Streetscape improvements to Cobb Parkway and South Marietta Parkway, including multi-use path
- New connector roads from Cobb Parkway to Franklin Road
- New multi-use trail along Rottenwood Creek
- Operational Improvements to Wylie Road to better accommodate truck traffic

# Continue to Provide Input

- Public Hearing – June 12 (City Hall)
  - [WWW.MU2LCI.COM](http://WWW.MU2LCI.COM) – Monitor study, post comments, contact us!
- 
- This is a community-based plan that should reflect your aspirations for the area's future.
  - **We will help make sure it is practical and implementable!**